



Growing Healthy Kids Columbus

VISION: *Columbus is a community in which all children live in a smoke-free environment, have daily opportunities for active play and access to nutritious foods that lead to children entering kindergarten ready to live, learn and play at their best.*

Minutes

October 31, 2017 10:00am - 11:30am Columbus Public Health, 119C

Attendance

Organization	Member
AHA	Lory Swinland
CCS – Early Learning	Carolyn Bernard
CCS – Early Learning	Lisa German
Children’s Hunger Alliance (CHA)	Michelle Hoffman
Columbus Rec + Park	Julie Pruett
CPH – CDC PHAP, Chronic Disease Prevention	Lyana Delgado
CPH – Healthy Children Healthy Weights	Alyssa Dorsey
CPH – Creating Healthy Communities	Dana Dorsey
CPH – CDC PHAP, Chronic Disease Prevention	Elise Fester
CPH – Local Food Access	Michika Nickerson
CPH –Growing Healthy Kids Columbus	Ali Segna
CPH – Creating Healthy Communities	Katie Stone
CPH – Franklin County WIC	Dawn Sweet
FCPH – Farm to School	Kristin Peters
FPC	Christie Nohle
HS – YMCA	Jess Lambie
Moms2Be	Lydia Burney
Mount Carmel Health Systems (MCHS)	Chris Evans

STEERING COMMITTEE MEMBERS:

Carolyn Bernard, Columbus City Schools
Megan Gorby, Nationwide Children’s Hospital
Mark Haynes, Children’s Hunger Alliance
Ali Segna, Columbus Public Health
Bobbi Shannon, YMCA of Central Ohio

Carol Smathers, Ohio State University Extension
Dawn Sweet, Franklin County WIC
Hannah Bills, Columbus Public Health
Rebecca Wade-Mdivanian, Ohio State University Life Sports
Maria Villareal, CDCFC Head Start
Matthew Yannie, United Way of Central Ohio

Nationwide Children's Hospital – Center for Healthy Weight and Nutrition	Megan Rose
OSU – Extension	Renita Porter
OSU – Extension	Carol Smathers
OSU– Extension Franklin County	Jenny Lobb

10:00am – 10:30am Member Introductions and Program Updates

All

- Highlights
- New resources/education
- Policy, system and/or environmental changes
- Challenges or barriers

Partner/Organization	Program Updates
Jenny Lobb - OSU Extension	Email wellness challenge, 0 weight gain to keep healthy weights/behaviors through the holidays
Lory Swinland - American Heart Association	Continue work on Tobacco21 in Franklin County, Work has begun on healthy vending
Jess Lambie - YMCA Headstart Programs	Participated in the great apple crunch, wrapping up health and dental screenings, new policies and procedures to meet the new head start requirements
Megan Rose - Nationwide Children's Hospital	Hosted the 2017 Early Childhood Wellness and Nutrition Symposium, 100+ people attended
Elise Fester - CPH	Safe Routes to schools, new schools for arrival plans for Pre-K schools
Dana Dorsey - CPH	Double up with fresh produce with SNAP benefits, etc. New bikes for people in the south side, fresh markets open up will include new bike racks
Alyssa Dorsey - CPH	Ohio Healthy Programs training pilot launched, 100+ participants interested, extended pilot timeline for a week, participants who complete trainings and surveys will receive Healthy Celebration Ring of Fun
Michelle Hoffman - CHA	Recruitment process, online training session 3 is currently occurring for home providers. Using Eat. Play. Grow curriculum (2.5 years to 5) in Columbus, Cleveland, and Cincinnati
Chris Evans - MCHS	First meeting at the coalition, trying to figure out how to collaborate to prevent obesity
Renita Porter - OSU Extension	Conducting Diabetes Prevention Workshop Series
Julie Pruett - Columbus Rec + Parks	Summer Programming for SNAP, Franklin County served 28% of meals to kids in Ohio. Looking for more partners to increase food access to the kids for next summer. Plans for Linden Community Center (food service and food access)→ Linden Park (Rec Center). Multiple kitchens, pantry space, etc.
Katie Stone - CPH	CHC is funded for 2018
Michika Nickerson - CPH	Working on Apple Assessment with Carol Smathers, Presentations on Body Image and Weight Perception
Ali Segna - CPH	Presented at the Nationwide Symposium on GHKC and our

	<p>multisector approach to PSEC. Change Lab Solutions has chosen GHKC to be part of a cohort of 8 communities across the country focused on creating PSEC. They will be providing us TA over the next 12 months to take GHKC to the next level. MHAB meeting on Nov. 14th, Lyana Delgado will be presenting “Target Marketing on Food and Beverages” on behalf of GHKC. The Healthy Gatherings challenge: United Way completed a Healthy Halloween Celebration. Health Gatherings DIY Potluck for the CPH all staff meeting (Dip N’ Bar), about 130 people enjoyed the table. 2 additional DIY Potlucks have also been created and will be uploaded to the website, Oatmeal bar (crockpot oatmeal) and Breads and Spreads.</p>
Carol Smathers - OSU Ext.	<p>Opiate crisis, 140 Americans die every day, Ohio only has capacity to serve 40% of recovery for Opiate crisis, huge strain on the foster care system. Hope for Ohio, teen forum, Saturday Dec. 2nd on OSU campus. 110,000 people participated in the Great Apple Crunch. National Farm to Cafeteria Conference in April in Cincinnati. Activity toolkit for a blender bike.</p>

10:30am – 10:40am Breaking News

Lyana Delgado

Healthy Gatherings Challenge

- Successful Healthy Gatherings Table at the Annual All-Staff Meeting for Columbus Public Health on October 25th
- About 130 people enjoying the *Dip ‘N Bar*
- Various fruits, veggies, grains and dips were provided to create a do-it-yourself bar

Great Apple Crunch

- October 12th was Great Lakes Great Apple Crunch Day
- 110,000 people participated in the Great Apple Crunch, including CPH, YMCA, etc.
- Initiative through the Local Food Action Plan to bring locally grown apples to Franklin County Schools, as a part of the Ohio farm to school initiative, supported by Council President Pro Tem Tyson

California Bans Marketing of Unhealthy Foods in Schools

- ChangeLab
- October 15th → AB 841 was passed
- California Governor Jerry Brown has signed Assembly Bill 841, which prohibits schools from marketing foods that cannot be sold or served in those schools. The addition to the state education code is based on the idea that unhealthy foods that may not be served to students should not be advertised to them, either. The law also prohibits schools from participating in corporate incentive programs that reward students with free or discounted foods or beverages that do not comply with applicable nutritional standards such as the USDA Smart Snacks in School regulations
- According to Jim O’Hara, Health Promotion Policy Director for CSPI, “consumers need these labels to reduce their risk of diet-related disease, and, in particular, to know how much added sugars are in the foods they buy.”

Weight Gain in Kids could be from Lack of Sleep

- Reuters

- The researchers focused on 368 normal weight children between 2 and 6 years old who were at risk for becoming overweight
- The children who got the least amount of nighttime sleep on average were more likely to become overweight during the following 1.3 years, the study found. Kids who became overweight were also more likely to consume a lot of sugary foods and drinks.
- Children who slept more than 10.7 hours on average had significantly less weight gain than kids who slept less than 10.4 hours, the study found.

Benefits from Sugar-Drink Taxes are Clear

- Cook County rescinded the Sugar-Drink Tax this past month on account of “tax fatigue” according to Cook County President Preckwinkle
- Statement of Center for Science in the Public Interest (CSPI) Health Promotion Policy Director Jim O’Hara
 - Sugar-drink taxes have been successfully implemented in seven jurisdictions across the United States in the last four years. Evaluations of the first such U.S. tax, in Berkeley, CA, and another from Mexico have shown decreased consumption of sugar drinks and increased consumption of healthy beverages
- "Now that \$200 million in revenue has been taken away we will have to make cuts, some of which will be very painful. I don't know exactly what these cuts will be, but I do know we have to approve a balanced budget," said Cook County President Preckwinkle.

Point of Sale Tobacco Marketing Photo Contest

- CounterTobacco.org is holding a *Point of Sale Tobacco Marketing Photo Contest* to highlight marketing techniques used by the tobacco industry. Participants can submit photos into any of 10 categories, with winners receiving a prize pack. Deadline for submissions is November 6th.
- CounterTobacco’s 6th annual Photo Contest! Link: <http://countertobacco.org/announcing-the-2017-photo-contest/>
- Youth Appeal, Flavored Tobacco Products, Stores near Schools, Cheap Tobacco Products (etc.)
- Permanently housed in the Counter Tobacco Image Gallery used for advocacy and education tactics

A Pediatrician’s Perspective on Milk

- American Dairy Association Mideast
- Elizabeth Zmuda, DO, FAAP, FACOP, explains her perspective on milk – white and flavored – as part of a healthy diet. Link: <https://www.youtube.com/watch?v=pgr6j1PAuIA>

10:40am – 10:45am Activity Break

All

10:45am – 11:30am Navigating the Beverage Aisle

Carol Smathers

Balance Calories Response:

- Balance what you eat, drink, and do
- Funded by the American Beverage Association (Coke, Pepsi, Dr. Pepper)
- Made agreements with the Mayor for free education at MidOhio Food Bank and Recreation and Parks
- Gearing up with providing classes on Navigating the Beverage Aisle, and increase their messaging “What am I supposed to be drinking now?”

Categorized Beverage Discussion

- Navigating the Beverage Aisle
 - What do kids see in their ECE Centers

- What do adults see in their workplace
- Healthy choice the default choice
- High tech beverage aisle marketing lures: timed marketing, interactive in the stores, what are they actually?
 - Kids getting coke ads right when school gets out (coke reward points, prizes, etc.)
- New Additions in the Beverage aisle
 - What are they?
- Understanding the Label:
 - Carbonated water with fruit flavors and sugar is not water, but it's labeled as such
 - What to look and where to look for the variety of sugar guises
 - Label tricks: claims in the front of the label are more misleading than what's actually included in the drinks
 - Drinks labeled 100% Vitamin C causes confusion when shopping for 100% Juice
- Artificial Sweetener Facts:
 - Are diet drinks good to drink?
 - Coke Zero Sugar
 - Positive, acknowledge that there are too many calories in their drinks
 - Negative, still drinking zero nutrition products
 - How much exercise do we really need to "balance" the beverage options
- Sweet Drinks:
 - Provide information for teachers and providers
- All things Water:
 - What should people know about the safety and cost savings of tap water
 - Plastic bottles: huge environmental issue
- Campaigns for Healthy Choices: Not a discussion group
 - Water first for thirst
 - Creating healthy "beverage aisles" at home
 - Nationwide Children's Hospital
 - One of the first to completely remove sweetened beverages from vending machines and purchasing stores

Discussion Remarks:

All

80% of all items in a grocery store have added sugar

Navigating the Beverage Aisle:

- Ads and major marketing messages: what are people going into the aisles with beforehand
- Understanding existing policies: (Parents and schools, etc.)
- Target marketing to minorities
- Typically place beverage aisle in between chips and unhealthy snacks and even at the checkout!
- Lots of coupons for the beverage options
- Centers for Science in the Public Interest cross check with stores

Understanding the Label:

- All in the group have been fooled in the grocery store
- Generic vs. Brand looks exactly the same in the front and then is completely different in its ingredients
- Need to know names of sugars and artificial sweeteners

- “No added sugar” doesn’t mean that it doesn’t have no sugar or artificial sugar

Artificial Sweeteners:

- Still very confusing to maneuver
- Not realistic to remove them completely from the conversation
- Research is conflicting
- Need to understand what 0 sugar/calories really means
- Sugar tax: water with and without artificial sweeteners have varying prices, method to help navigate the aisle this way
- Coffee shops are also major proponents for the artificial sweeteners

Sweet Drinks:

- Energy drinks: marketed as drinks that athletes and healthy people drink, families use as an alternative to pop, which is misleading
- Fruit punch and lemonades also misleading for families, given to kids as an alternative to pop, because of the perceived fruit content
- Sweet teas have a misperception with the actual added sugar content, tea doesn’t mean healthy
- Plant based milks have sugar in them, what’s the nutritional content really?
- Grandparents guidance needed

All things Water:

- Water filters: what do they really even filter?
 - All products filter different impurities
 - Standard pitcher only takes out 4 impurities
 - The faucet pitcher takes up different impurities
 - Filters try to reduce the chlorine taste and odor of tap water (Britta)
 - Put water in a pitcher in the fridge and wait, chlorine will dissipate
- Case of water of 24 16.9 fl oz. is \$2.48 and 12 pk case of Pepsi cans (12oz) is \$5.70 (According to Walmart website)
- Does carbonated water affect the quality of water composition: can have negative affect dental health (carbonation eats away on teeth)

Next Meeting: December 5, 2017, 10:00am-11:30am Columbus Public Health, 119C.

Next Steps: DIY Breads & Spreads Potluck Sign-Up! Please sign-up to bring an item to our December meeting: Link: www.SignUpGenius.com/go/30E0F4AA4AC2FA7FE3-diybreads